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I hereby certify that this correspondence is being transmitted herewith via the USPTO's Electronic Filing System (EFS-Web) on the date indicated below and is addressed to: **MAIL STOP: RCE**, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.  
**Date of Submission: February 5, 2006**

Alex Grant

Attorney Docket No.: 97000.1001U  
PATENT APPLICATION

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of **Malcolm R. FOWLER et al.**

Application No. : 09/935,884  
Filed : August 22, 2001  
For : **MARKETING SYSTEMS AND METHODS**  
Examiner : Arthur D. Duran

**AMENDMENT AND REPLY ACCOMPANYING  
REQUEST FOR CONTINUING EXAMINATION (RCE)**

**MAIL STOP: RCE**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This Amendment and Reply accompanies a Request for Continuing Examination (RCE) and is fully responsive to the final Office Action mailed **October 3, 2006**.

There are no **Amendments to the Specification**.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 17 of this paper.